

# EVENT MANAGEMENT

**Program:** EVNT

**Credential:** Ontario College Graduate Certificate

**Delivery:** Full-time + Part-time

**Work Integrated Learning:** 1 Field Placement

**Length:** 2 Semesters

**Duration:** 1 Year

**Effective:** Fall 2023

**Location:** Barrie

## Description

Events can be used to stimulate economies, develop community awareness, increase public involvement, improve quality of life, raise funds and market products. Managing a successful event of any size requires extensive know-how and planning. In Georgian's Event Management program, you gain the skills and experience to prepare for an exciting career in a fast-paced industry that relies on client satisfaction. The curriculum, designed by industry professionals, enables you to explore current trends and technologies that drive the industry. You have opportunities to gain hands-on experience in planning, marketing, executing and evaluating events. By the end of the program, you are equipped with the knowledge, skills, and practical experience to find employment in the event industry.

## Career Opportunities

Special events happen in virtually all industries, geographical areas, and climates. Communities hold festivals and public events, conferences and live events. There is also a demand for qualified professional planners in event planning in the not-for-profit sector. Graduates may find employment with charitable organizations/not for profits, community and sports associations, meeting and convention planning, hotels and resorts, convention centres, destination management and marketing and PR firms.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. create, plan, and design an event to meet organizational and/or client needs;
2. coordinate event site logistics, and staging, to achieve the event objectives;
3. plan, promote and produce marketing plans and communications for events that meet organizational and/or client objectives;
4. coordinate staff, contractors and volunteers to deliver the desired results of an event;
5. manage the financial aspects of an event to meet event objectives;
6. manage the business operations for administration, procurement, and oversight of event projects, to meet organization and/or client needs;
7. develop strategies to mitigate risk and liability to ensure the safety and security of participants during an event;
8. conduct oneself in an ethical and professional manner with clients, contractors and participants of events in order to create positive experiences and relationships;
9. formulate strategies that support intercultural awareness and inclusion to create events that meet the needs of diverse populations;

10. select industry standard technology platforms, systems, tools and applications to support the planning and operation of events;
11. develop and implement funding mechanisms to support event objectives such as sponsorship programs, fundraising initiatives, and/or grants;
12. engage in ongoing learning for professional and career growth;
13. apply basic knowledge to make appropriate recommendations in a catering enterprise;
14. employ environmental sustainable practices to achieve globally recognized goals.

## Program Progression

The following reflects the planned progression for full-time offerings of the program.

### Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024

## Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <https://www.georgiancollege.ca/admissions/credit-transfer/> (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

## Admission Requirements

- Ontario College Diploma, Advanced Diploma, Degree or equivalent

Applicants who are lacking the above requirements may be considered upon submission of a resume, letter of intent and portfolio showing evidence of experience in a related field with a minimum of three years event management experience.

## Graduation Requirements

12 Program Courses

1 Field Placement

### Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

### Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
EVNT 1002	Event Finance and Management	42
EVNT 1008	Event Marketing	42
EVNT 1010	Project Management	42
EVNT 1012	Sales, Sponsorship and Fundraising	42

EVNT 1019	Career Management for Event Managers	42
EVNT 1020	Event Planning and Programming	42
<b>Hours</b>		<b>252</b>
<b>Semester 2</b>		
Program Courses		
EVNT 1021	Applied Event Operations	56
EVNT 1022	Risk Management	42
EVNT 1023	Entrepreneurship and New Ventures	42
EVNT 1024	Catering Management	42
EVNT 1025	Human Resources and Volunteer Management	42
EVNT 1026	Digital Event Production	42
Field Placement		
EVNT 1027	Field Placement	112
<b>Hours</b>		<b>378</b>
<b>Total Hours</b>		<b>630</b>

## Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

**Disclaimer:** *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

*Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.*